

**Minutes of Society P.R. Meeting
July 29/04 in Calgary, AB**

Members Present

Society Director – Chuck Jordan	British Columbia – Brian Elmer/Rosalyn Garnett
Nova Scotia – Beth & John Dickinson	Absent: New Brunswick – Roger & Mavis Alain
Manitoba – Pat Golding	Alberta – Agnes & Lorne Wiley
Prince Edward Island – Wendel & Edythe Brown	Ontario – Peter & Norma Flemming
Newfoundland & Labrador – Roy Church	Quebec – Norman & Gwen Fabes

This meeting was held at the Telus Convention Centre in Calgary with John Sellers joining us by teleconference.

Greetings from Director Chuck Jordan

Minutes of November 9, 2003 meeting were accepted, moved by Marion and seconded by Chuck.

50 Plus Magazine Ads

We will continue to place ads in this magazine and chair will look into costs of an ad in a mainstream magazine such as Canadian Living. Ontario will be asked to continue supporting this program and Chuck will approach B.C. for a similar contribution. If other Provinces would like to contribute please let chair know.

Book Marks

At a cost of \$100.00 plus shipping of \$38.31 we were able to purchase 4000 bookmarks to be used as giveaways at Calgary Convention and any left over were shared by all provinces. There is a place on each bookmark for any club to put name and phone number. These can be reordered by contact chair. The bookmark has Society toll free telephone number, 1-866-206-6696 and our web site address www.squaredance.ca.

Promotion Theme

A discussion was held regarding using a common theme for all advertising venues. We now have a 30 second commercial running on television as well as ads in 50Plus magazine and on the 50Plus website. The television ad is using "Discover a New Song & Dance Routine". A Caller Lab theme and used on their flyers

50 Plus ads use "For Health, Fun and Friendship" which describes what we enjoy about square dancing. John Sellers wondered how any of this fits with "Square Dance with Pride World Wide". Chuck made a motion to the effect that the words fun, fitness & friendship be included in any theme we use. A decision was made not to make changes until we know what we need and was held over until next meeting

Music on Website

The idea was to have 60 second samples of music on new dancer website. We are required to follow an authorization procedure which requires us to contact each writer, publisher and specific record company for each song. Brian has agreed to report back at November meeting and we have given him approval to do what ever is necessary. John reminded us that our target market is 40 plus in age.

1-866-206-6696 toll free telephone number

John reported that it very useful. He is receiving at least one phone call a day plus two emails a day. It is important that New Dancer Classes be listed on website. All provinces need to list New Dancers Classes to assist in directing calls and to assist new dancers in finding the correct information when they are directed to a web site.

For Provincial Representatives, charged with the responsibility of responding to calls it is better to make personal contact. Try not to send an email letter, send an email to get a phone number.

John was thanked for the great reports that he is providing us with.

Super Pages Advertising

British Columbia has agreed to spend \$3,000.on listing their toll free number in the Super Pages. It will be listed under "Dancing Schools". There are a number of free telephone directories available for this purpose. Further sources of free advertising might include newspaper articles, written by local writers with local flavour which could include our 800 number. Please include our 800 number on all flyers.

John as asked for P.R. input to Society Newsletter.

Barbara Florio Graham, Professional Writer

An article, written by Ms. Graham on the mental & physical benefits of square dancing could be used for local publications. She would need stories from people who have benefited in all manner of ways. Chuck feels we have the money to pay for such an article so a decision was made to send Marion testimonials, and the results of interviews.

Place Mats

Cost too high in colour. It was suggested that they could be used at churches, senior centres. Other Provinces have tried place mats without much success, unless sponsored by a national company.

Cool Moves Video

Has paid for itself. U.S. and Canadian Provinces got a complimentary copy. It is 8 ½ minutes long and the cost is \$18.00 which includes shipping or \$12.00 if you have a youth club. It is available on DVD now at a cost of \$18.00. It was mentioned there was no instruction booklet included.

Public Service Announcements

Local cable distribution companies allow 2 minutes of public service advertising per hour. Shaw Cable located in British Columbia started running PSA's in July and will run till the end of September. Rogers Cable Company started in July and will run until the end of December. These 30 second commercials include our toll free number and our web address. Between Shaw & Rogers they pretty well cover all of Canada. There may be a need for a new 30 second creative (PSA). Brian suggested a PSA titled "Couch Potato" might be a possible replacement. Cost for a new PSA could run from \$7,000 to 3 times that from a large studio operation

Supplies Available from Society

Square Dance Graduation Certificates are in short supply. It was suggested that they be made available for downloading from Society web site.